

# HONEGGER NEWS

Volume 2

JULY, 1957

Number 7

## SUGGESTIONS PAY OFF

### MALCOM COLLECTS ON IDEA FOUR OTHERS CASH IN, TOO

The June Suggestion Committee reports that they have awarded five more prize winning thinkers for their ideas of value. The highest award went to John Malcom of the Hatchery Department for his thrifty suggestion of having a fustron fuse installed in the motors of the machines at the Hatchery, thus protecting the motors and saving on humidifier motors. Such fuses of proper size will prevent burning in the armature and in the motors. Congratulations, John and thanks . . . your idea is certainly worth the award of \$50.00!

#### Safety measure

Mrs. Ethel Hahn of the Egg Grading Department won \$10.00 for her suggestion of having a fire bell installed in that department on the interior of the building. Mrs. Hahn's safety measure provides protection for the employees, who will be able to hear the fire bell easily should there be a catastrophe. The main object in this suggestion is to enable the occupants to distinguish the sound of the fire alarm from the sound of the door bell used by the customers.

#### Three receive \$5.00

Cashing in on \$5.00 awards were Mrs. Marie Sutter of the Fairbury Farm Store; Frank Faw, who works at the Mill; and William Gittinger, manager of the Retail Store.

Mrs. Sutter suggested that a mail box be installed on the first floor of the Honeggers' Co. to accommodate the mail for the Farm Service Store. Frank Faw's award was presented for his idea concerning the placement of a gate east of the lab and south of the switch tracks at the mill, in order to force persons to use the front entrance.

Someone must have read William Gittinger's mind while he was concentrating on a suggestion! Bill thought it would be a good idea to have a large trash burner put in back of the wholesale offices and cafe. When the committee received Bill's suggestion, they discovered that installation of such a burner had just begun. But, as you can see, the committee felt that Bill deserved merit for a \$5.00 award anyway.

By this time everyone is probably anxious to cash in on his brainstorms, so —

**THINK — SUGGEST — CASH-IN**

The Honegger News would like your suggestions. If there are any comments you would like to make, either good or bad, about our publication, please send them to the Advertising Department. We hope to put out a better paper each month and want to please our readers.

Your new editor,  
**Norma Newman**

Then there was the Scotchman who bought only one spur. He figured if only one side of the horse went, the other was sure to follow.

## A SMILE IS BORN . . .



Looks as though Mr. Ron Gerig is happy about his new position with Honeggers' LaSalle Sales District. Gerig and Mr. Ray Ringger have been appointed Assistant District Managers to serve with Mr. Ed Ringger, the La Salle District Manager, in the development of Honegger dealers and sales.

Mr. Gerig is a former employee of Honegger Associate Feed Store in Wenona. He has six years of retail feed sales and farm service work behind him, along with eight years of farming experience.



**Ray Ringger**

Mr. Ringger served with the Honegger Associate Feed Store in Gridley and has nearly four years' experience in retail feed sales and farm service work. Ringger was also a farmer.

Both Mr. Gerig and Mr. Ringger reside with their families in Gridley, and both are proud fathers of four children. We trust that they will enjoy performing their new duties as field managers, as we are assured of their ability in this capacity.



## FARMING IN INDIA WITH TIGER HUNTER AND CAMEL BREEDER

by J. C. Ebach

Oh, yes, you're Laxman Singh Rathore of Surayata House Chorank-Joehpur Rajasthan — or are you Ram Aytar Singh of Nagla Nainital U. P., India — no, wait a minute, you have a mustache! You must be Dr. Jorge Esndurrizar of Cda Tulyehuako, Mexico D. R., Granja Avicola "El Paraiso" . . . . . Oh, my goodness, where is my Dale Carnegie handbook on how to remember names?

### Rathore breeds camels

It is a real problem remembering names such as those we've mentioned, but you know even the professions are a little bit different than those we are accustomed to here in the United States. Let's take Laxman Singh Rathore for example: he is a camel breeder in India. Mr. R. A. Singh, also of India, has a very interesting position with a large government farm in India heading the poultry department. You probably think there is nothing so unusual about heading a poultry department, but he does have one extra responsibility that poultry men here in the United States seldom worry about — shooting tigers and wild boar as they approach the poultry range in admiration of their prey.

### Dr. Jorge operates hatchery

Dr. Jorge Esndurrizar spent a week visiting with us and has now returned to his home in Mexico City where he operates a Honegger Associate Hatchery.

So there you are — you see, that wasn't so bad — we are acquainted and we know their professions. But wait a minute; perhaps you would like to know a little bit more about farming business over in "Tiger land." Agricultural progress actually took its largest strides in 1947 when India received its independence. Mr. Singh gave a very interesting commentary of the development of the 60,000 acre government farm with which he is associated. Previous to 1947, this area at the foot of the Himalayan Mountains was of little value for farming and was



Vice-President, Frank Honegger, shows high quality Big "H" feed to visitors, who inspect the fine texture and aroma of the dust-free blend. Pictured above, from left to right, are Mr. Rathore, Frank Honegger, Mr. Singh, Dr. Jorge, and Fairburian hosts with whom Rathore has been visiting while in this community, Mrs. Robert Monroe, Ronnie Monroe, and Robert Monroe.

plagued with malaria. In fact, Mr. Singh lost his young boy during this development period with this dreaded disease. Today Mr. Singh relates the malaria is controlled and the area is now recognized as one of the most fertile farm areas of India. Mr. Singh's primary mission here in the United States is to learn more about poultry breeding and nutrition. He has stated he hopes to be able to apply some of the ideas he has gained during his week's visit at our research farm. "After all," he concluded, "we have room for a lot of improvement in our laying type chicken, which lays 150 eggs per year in comparison to your national champion pen at 305 eggs per year."

### The camel's hump

I feel it is only fitting to say that your tour manager has been taught something in this past week as well. In discussing this business of camel breeding, I find that water is not actually stored in a large reservoir under the hump, but, instead, the camel is designed with a number of cells that will absorb the water and secrete into the body when necessary — and, of course, in the manner the camel is supplied with necessary water for a number of days. In other words, a camel breeder does not design his breeding pro-

gram around developing larger humps and a greater water capacity, but rather for smoothness of gait and speed — in fact, many can walk 100 miles per night.

You have all heard the old adage, "I'd walk a million miles for a mild, mild camel" — well, these men tell me that if you're a mild, mild man — a camel will walk a million miles for you.

Prejudice: weighing the facts with your thumb on the scales.

— Alex Dreier, *Catholic Digest*

## ROTHS' TAKE FORWARD STEP

Elmer Roth reports that his wife is now home from the hospital and getting along just fine, although it will be a while before she has completely recuperated from her recent heart attack. Elmer's son, Charles, is also recovering from the torn ligaments in his leg, a result of an injury which occurred during one of Honegger Junior League ball games. The cast has been removed from Charles' leg, but it will be necessary for him to use crutches for some time. We are glad to hear that the Roths' condition is improving and hope that they will soon be feeling completely up to par.



## HATCHERY NEWS

The vacancy in the machine room has been filled by Miss Judy Traub, a 1957 graduate of FSW High School. Judy will also assist at the switchboard. Welcome, Judy!

Miss Joan Honegger is back with us again to help over the summer vacation. She plans to return to Illinois Wesleyan University in the fall.

Assisting with farm records and supervising hatchery flocks is Mr. Wallace Ross, an Oklahoma A&M graduate. Wally is married and has four children. His family joined him at home in Forrest, June 17.

Enjoying vacations this month were: Earl Lunde, Delmar Norgaard, Bud Hensley, Ray Huston, and Bill Coffey.

Dr. Godfrey and his family spent a week's vacation in Errol, New Hampshire, visiting Mrs. Godfrey's parents. While in the East he attended the I.B.M. Customer Administrative School in Endicott, New York, from June 10 to 14.

Marilyn Knapp and Sue McLoughlin are vacationing at Lake Geneva and Milwaukee, Wisconsin. Joan Honegger plans to spend the first week-end with them at Lake Geneva.

Mr. and Mrs. Dale Gentes, (Helen), of Sibley, are the proud parents of a baby girl born Sunday, June 16. Carol Linnea weighed 8 pounds and 4½ ounces.

## ORDER DEPT.

Faye Burroughs, after four and a half years of efficient service in the Order Dept., has resigned to give her full time at home. Dealers all over the Midwest have long learned to recognize her voice as she courteously and accurately handled their feed orders and any ensuing problems which might have occurred. Faye has handled orders for an estimated sum of 432,000 tons of feed. "One of the main reasons for Faye's decision to leave," says her husband, "is that she wants to start giving the orders instead of taking them . . . of course, you know who will be taking them now!"

Elna Winterland, who has been with the Order department for some time herself, is taking over the duties of Faye Burroughs.

Bob Davis, manager of the order-takers, spent his vacation (?) helping a neighbor on the farm.

## PURCHASING DEPARTMENT

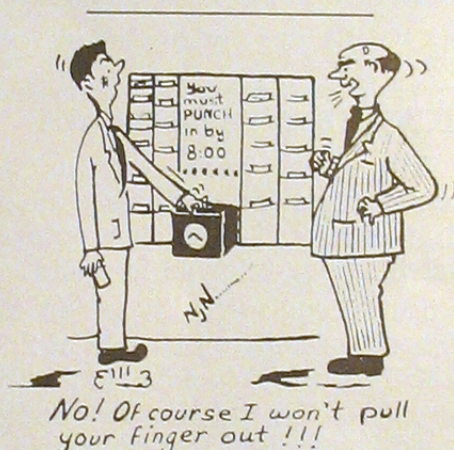
Welcome, Duncan Bartlett, to the Fairbury Purchasing Department! Duncan, hailing from Galesburg, Illinois, is going to assist in the Purchasing Department during the summer months. Glad to have you, Duncan!

Mr. Erwin C. Wascher attended I.B.M. School at Endicott, New York, the week of June 10th.

Mr. and Mrs. Jerry Bartlett of Chatsworth are the proud parents of a baby daughter, Julie Ann. Mrs. Bartlett is the former Lila Steidinger.

## Faye Kyburz

Credit Manager Ed Dawson says his new son has an efficient rate of gain. Jim was born on May 27 weighing 6 lbs., 4 oz. He now tips the scales at 8 lbs.



## TRAFFIC NEWS . . .

After 14 weeks of diligent effort and study, Lyle Honegger and Ken Holt received their diplomas from the Dale Carnegie Course.

George Wilson, Dr. Wilsons son, is working in the Traffic Department this summer. George, who just graduated from Fairbury High School, is planning to attend Ohio Wesleyan at Delaware, Ohio, this fall.

Clyde Koehl of the Traffic Department, formerly Mr. Holts assistant has been transferred to our Indianola office as manager of Purchasing and Traffic. Good luck, Clyde. Fairbury's loss is Indianola's gain. Mrs. Ruth Smith, formerly of the Order Department is now working in the Traffic Department as Traffic Stenographer. Ruth is replacing Mrs. Sue Friant who has left us to assume the responsibility of motherhood.

Nancy Ifft

## SALES REPORTS . . .

Due to the enthusiastic dealer support of our June H-58 Sales Campaign, which was backed by dealer local ads and more than 133,000 direct mailer pieces, the program has been extended through July 31. Dealers and District Managers report excellent farmer reception of our new poultry feeds, and the double coupons.

The Dale Carnegie Course in which many Honegger employees were enrolled was completed last month. Graduation was held at the Honegger House and all the members of the class and their guests enjoyed a delicious chicken dinner. Mr. Sam Honegger was a member of the class and, along with others, had a perfect attendance record.

## Two hit the big time

We finally had two members of our Department hit the big time. Time Magazine, that is. Mr. Elmer Roth and Mr. Charles Holforty were featured in the June 24 issue in an ad by Cessna Aircraft which told how these two men utilized airplanes to cover more territory in fewer hours which ultimately ends in larger sales with more time at home with their families.

## Niccums have new home

Mr. and Mrs. F. L. Niccum have recently moved into their new home which they built in the Fairbury Kuenzie Addition, adjacent to the airport. Mrs. Niccum, who is secretary to Messrs. L. S. Rolf and Elmer Roth, insists it is a lot of trouble getting reorganized, but believe us when we say their new home is really wonderful and we are confident her trouble will cease in a short time.

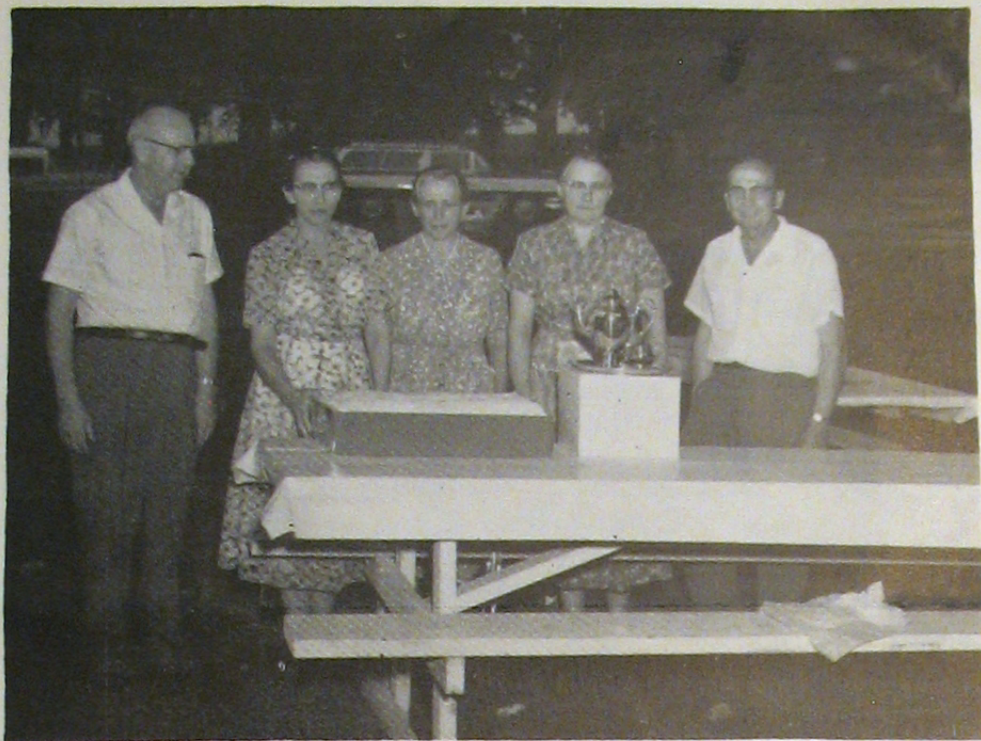
## Ambrose rides in style

Mr. Van Ambrose, Chick Sales Manager in the Feed Trade Territory, is now sporting a new red and white Plymouth.

Mrs. Carol Steidinger, Central Division Secretary, enjoyed a week of vacation during June. There is no doubt that she had a wonderful time by enthusiasm expressed on her return.

Other members of our Department will soon be seeking their favorite fishing spot or swimming beach. We hope each and every one has the time of his life this vacation season.





Sam and Frank Honegger present Tillie, Mary and Kathryn Steffen (left to right) with going away gifts at a barbecue held in their honor.

## STEFFENS RETIRE AFTER 15 YEARS

On June 26 the employees of the Egg Department held a chicken barbecue in honor of Kathryn, Tillie and Mary Steffen, who have resigned their positions. After a delicious meal, the Steffens were presented with a gift from Honeggers'.

The following day, the employees held a small party for Kathryn and Tillie, at which time they were presented with a gift from the Egg Department. Kathryn and Tillie have been members of our group for about 15 years; all of us are going to miss them, but we wish them the best in the future.

**Ethel Mae Kaisner**

## PERSONNEL DEPARTMENT

We are happy to welcome all the new employees to our organization, many whom are students helping out in various departments for the summer. A couple of our newcomers are Judy Wilson and Judy Leman.

Jerry Hill took his family and parents on a fun-packed vacation in June. Their schedule included such enjoyment as some good fishing, boating and swimming in the Northern woods of Wisconsin around Woodruff.

## NEWS ITEMS FROM ONAWA

Honeggers' were host to the Senior Class on Business Administration May 21. The class enjoyed watching our teletype in operation.

Scott Douglas Smith joined the Honegger family on May 22 at 2:36 A.M. The weight — 5 lbs. 14 oz. The parents — Mr. and Mrs. Don Smith. Don drives the red and white striped panel for the Farm Service Store.

A little color has been added to the Monona County Stock Car racing this year. All the track stewards and officials are wearing red and white striped shirts — furnished by Honeggers'.

On Monday, May 3, we were host to a dealer meeting which included dealers from Western Iowa and from South Dakota. Most of the wives were present. After a steak dinner at the Onawa Country Club, new H-58 was introduced by Mr. Elmer Roth. Interesting talks were also given by Bernie Roesner and Ray Steele. After the meeting, most of the dealers and wives enjoyed rides over Onawa in Elmer Roth's and Ray Steel's planes. An interesting and enjoyable evening was had by all.

**Don Odom**

Heard on the Robert Q. Lewis show: "Why, my wife is so fat she has to butter the tub!"

## ACCOUNTING REPORTS . . .

We will all miss Mrs. Hazel Kline and Paul Taylor who have left our employ during the past month. Hazel Kline will be living in Chicago, and Paul Taylor is going into business for himself.

Welcome to Jack Hammond from Balboa, Canal Zone, and Dow Heimbrook from Chillicothe, Mo., who have been employed for the summer. Also, Mary Jane McGreal from Chatsworth is new here, as secretary to Controller Bob Concannon.

Ronald Schlipf and Agnes Knott attended I.B.M. School for one week at Peoria . . . Ronald studying the procedures of wiring and Agnes the key punching operations. Agnes and Ronald have also enjoyed summer vacation during this past month.

**Madlyn Widmer**

## LAB NEWS

The laboratory is happy to have back among its group Miss Lorene Broquard, who has fully recovered from an operation May 7.

Mr. Wayne Nussbaum successfully completed the Carnegie course and anticipates becoming a charter member of the Dale Carnegie Club International.

**Leona Broquard**

## ADVERTISING AFFAIRS

King pin in the Advertising Department, Harold Dickey, has just returned to the ulcers he left behind while enjoying a well deserved vacation. Harold and his family (which, incidentally, included the cat) visited with relatives in Scholls, Indiana, during the town's elaborate centennial celebrations. They also visited Mrs. Dickey's family in Columbus, Ohio, and Harold reports his fishing rod came in very handy.

Norma Jean Newman, whose husband is employed at Record Advertising, is a new member of our department. Norma attended Blackburn College in Carlinville, Illinois, and has worked for attorneys in Chicago and Urbana. Since she was a journalism major, she is eager to learn the field of advertising and house organ work.

Somebody once said that if advertising can be accused of causing people to live beyond their incomes, SO DOES MATRIMONY.



## INDIANOLA REPORTING

The summer is taking off with a bang with the Wallace-Farmer — WHO Cornbelt Field Day, being held at Oskaloosa, Iowa. Bernie Roesner and his crew, Bill Lear, Jim McInnis and Eldon Roth have been busy setting up the display for Honeggers' — and a mighty impressive one too! Honeggers' have a Poultry House along with a Farm Feed Factory on display. Feed will be manufactured right on the spot to show the farmer the actual operation. We think it will be quite an event to boost Honeggers' to the top in Iowa.

### Indianola grows

Our Indianola family is continuing to grow. We are happy to welcome Clyde Koehl and Ken Jenkins and their families, new arrivals from Fairbury, to our fair City. We hope that they will all like Indianola as much as we natives do and will be very happy here — we know they will.

We also have a new addition to our accounting department, Bob Gilmore. Bob lives in Indianola and is taking over the job of Ruby Gamble, who is leaving us to be married in July. Bob is a recent graduate of Indianola High School, and single, we might add. We are considering dying his hair and calling him our answer to Dick Hudson.

### Cramer injured on job

Clyde Cramer lost a bout with a ladder in the mill warehouse last month and fell on some wooden pallets below, suffering a compound fracture of his right leg. He's recovering quite nicely. In fact, if we can just find the right T.V. spot for him, we think he'll give 'Peg Leg Bates' a run for his money.

Indianola played host to some eighty Iowa Dealers and their families June 4, 1957, to announce their new feed discovery H-58. An enthusiastic audience listened to Mr. Elmer Roth explain what it represents, and its advantages. He also covered several other points of the Honegger Program pertaining to the June 1957 New Customer Campaign, Double Tonage Coupons and new Premium Catalogues.

## MILLS NEWS

Mr. and Mrs. Charles Schahrer are the proud parents of a 7 lb., 13 oz. son, Thomas Charles . . . their first child, born on May 30.

Mrs. George Walter is recovering nicely from her recent cataract operation.

The Fergusons (Fergie and Vera that is) received the good word on June 12 . . . a 7 lb. 14 oz. grandson . . . parents, Mr. and Mrs. Gary Elliott. Mark has a little sister, Teri Lynn, 21 months.

### Vera Ferguson

We wish to express our deepest sympathy to Mr. and Mrs. Phillip Goslin in the loss of their son, Michael, 11 months old, who died about 10:00 p.m., Wednesday, July 10, at Mercy Hospital in Chicago. Michael had been eating some ice cream on Tuesday and had gotten a peanut stuck in his windpipe. He was given treatment at Fairbury Hospital, where the peanut was removed, and he was then transported to Mercy Hospital for tests and further treatment. Michael's picture appeared in last month's issue of the **News** on page 6.

The screen door had inadvertently been left open all morning, and the young couple were busily swatting flies. "How many did you get?" the wife asked, pausing for a moment.

"Eight," answered the husband. "Four males and 4 females."

"Four males and—what?" she exclaimed. "How could you tell the males from the females?"

"Easiest thing in the world," grinned her husband. "Four were on the sugar bowl — and 4 on the mirror."

— Great Northern Goats, hm., Gr. N. Ry.

Harley: Do you know why the horse went to the Salvation Army Office?  
Charley: Uh . . . no . . . why?  
Harley: He wanted to give his bit for charity.

A social hour following the program enabled the guests to get together with their respective District Managers, and others attending from Honeggers', talking over any questions that may have arisen. A good time was had by all.

## FROM THE RECORDS

Record Advertising has added two new employees to their staff.

Ronald Newman, of Crystal Lake, Illinois, has been appointed Copy Director. He recently graduated from the school of Journalism at the University of Illinois, having studied advertising there for two years. Prior to that, he attended Blackburn College, a small liberal arts school in Carlinville, Illinois. Ronald and his wife, Norma Jean, have an apartment at 113½ West Locust Street in Fairbury. Ronald is in the National Guard and will leave us temporarily in October for 6 months basic training.

Carlos Goembel is assisting in the photo department, working part-time during this summer. He will be a Junior at Fairbury High School this fall.

Annie Widmer

## FREE PUPPIES

Genuine cross-bred puppies, full of vigor, cuteness and personality. Eight weeks old, completely yard-broken and well accustomed to Honeggers' Dog Food (so economical, you know). Take your choice. Call Fairbury 399.

## THINK — SUGGEST — CASH IN



"CHICK 'EM UP!"

This cowboy has a knack for chicks instead of six-guns, or so it seems. He goes by the handle of Jeffrey and is 2½ years old. Pop Walt Lloyd is Sales Promotion Manager.



# HOBBY LOBBY — by J. C. Ebach

"Hobby Lobby" launches its column with a feature of Doris Friedman, Secretary in the Sales Department, and her hobby of oil painting.

Loving to draw as a young girl, Doris tells of her painting debut . . . starting with a Christmas gift in 1954. To guide and instruct her in this new and fascinating endeavor, Doris took her lessons from Miss Jo Hall of Chastworth who as an invalid has devoted her life to painting and helping others master the worthwhile hobby of placing the beauties of nature on canvas.

Painting is done on especially treated canvas to hold the paints and then varnished at the time of completion. This enables the paintings to be periodically washed and cleaned without damage. In order to get proper composition and effect, Doris states it is necessary to paint from the farthest distance to close up objects last. This is important to get the correct accents in the painting.

One of Doris's largest paintings is a 24 x 36 inch cottage and nature scene, her husband's favorite. This painting took approximately 8 weeks to finish or a total of nearly 24 hours, however, the painting Doris prizes highest is the free hand drawing and painting of Christ.

Should you accept the invitation Doris offers to visit her and see some



## AN ARTIST IN OUR MIDST

of her paintings, don't be alarmed if you leave with as much enthusiasm for the oil painting hobby as I . . . I am about half finished with my first canvass . . . painting with a "Do It Yourself" kit by the numbers.

Nothing removes conceit like a walk through the cemetery.

It's the steady, constant driving to the goal for which you're striving, Not the speed with which you travel, that will make your victory sure. It's the iron will to do it and the steady sticking to it; So whate'er your task, go to it! Keep your grip and plug along!

## HAPPY BIRTHDAY . . . in July

1. Grace Schrof
3. Bill Hustin
- Mary Jane McGreal
4. Ross Hildreth
5. Ed Steele
7. Elmer Roth
8. Harry Slaughter
9. Leonard Rabe
10. Lloyd Wells
11. Suzanne Bahler
- Gene Hines
12. Miles Sweet
- Harold Dickey
- George Walter
14. Earl Williams
- Myrtle Fellers
15. Mag Hildreth
- Clyde Koehl
17. Gary Honegger
- James F. Albee
18. Leroy Classen
19. Judy Leman
- Norma Newman
21. Chuck Holforty
- Faye Kyburz
- Ray Ringger
22. Don Steidinger
24. Edward Minella
- Thelma Coffey
28. Christian Hunsicker
30. Carol Tjarks
31. Bruce Verkruyse

A pessimist is often a man who financed an optimist.

## — Business Briefs

Dick: Did you hear about the angry golf ball?

Mick: An **angry** golf ball?

Dick: Yeah, he got teed off.

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HONEGGER'S & CO., INC.  
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